

2011 Military Health System Conference

Quit Tobacco—Make Everyone Proud

www.ucanquit2.org

The Quadruple Aim: Working Together, Achieving Success

Michelle Graham Hicks, Program Manager

24 January 2011



DoD - TRICARE® Management
Activity and the Veterans
Administration

DEPARTMENT OF DEFENSE
TRICARE MANAGEMENT ACTIVITY

Quit Tobacco—Make Everyone Proud
www.ucanquit2.org



The Quadruple Aim



■ The MHS Value Model

Readiness

Ensuring that the total military force is medically ready to deploy and that the medical force is ready to deliver health care anytime, anywhere in support of the full range of military operations, including humanitarian missions.

Experience of Care

Providing a care experience that is patient and family centered, compassionate, convenient, equitable, safe and always of the highest quality.

2011 MHS Conference



Population Health

Reducing the generators of ill health by encouraging healthy behaviors and decreasing the likelihood of illness through focused prevention and the development of increased resilience.

Per Capita Cost

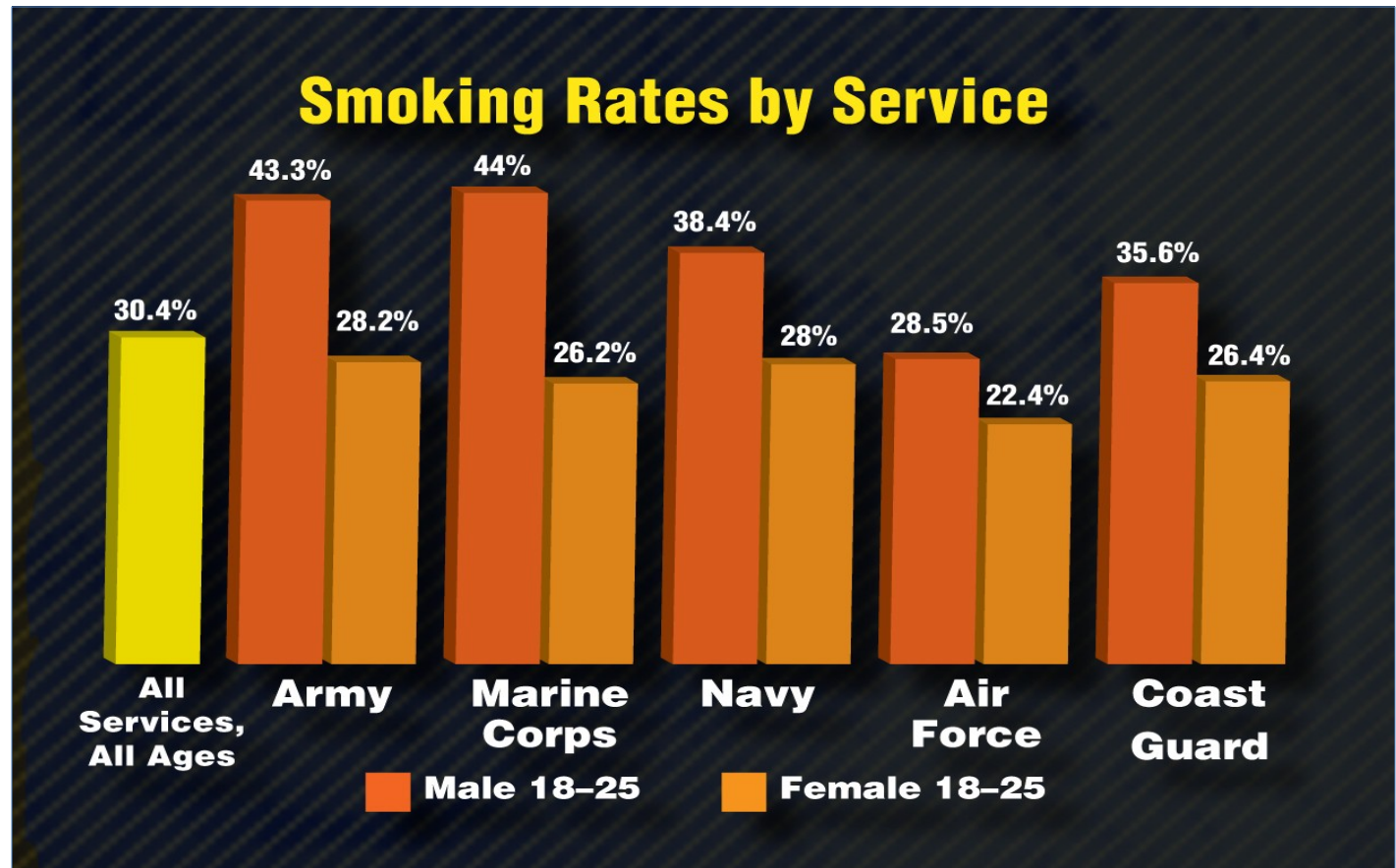
Creating value by focusing on quality, eliminating waste, and reducing unwarranted variation; considering the total cost of care over time, not just the cost of an individual health care activity.

PROBLEM

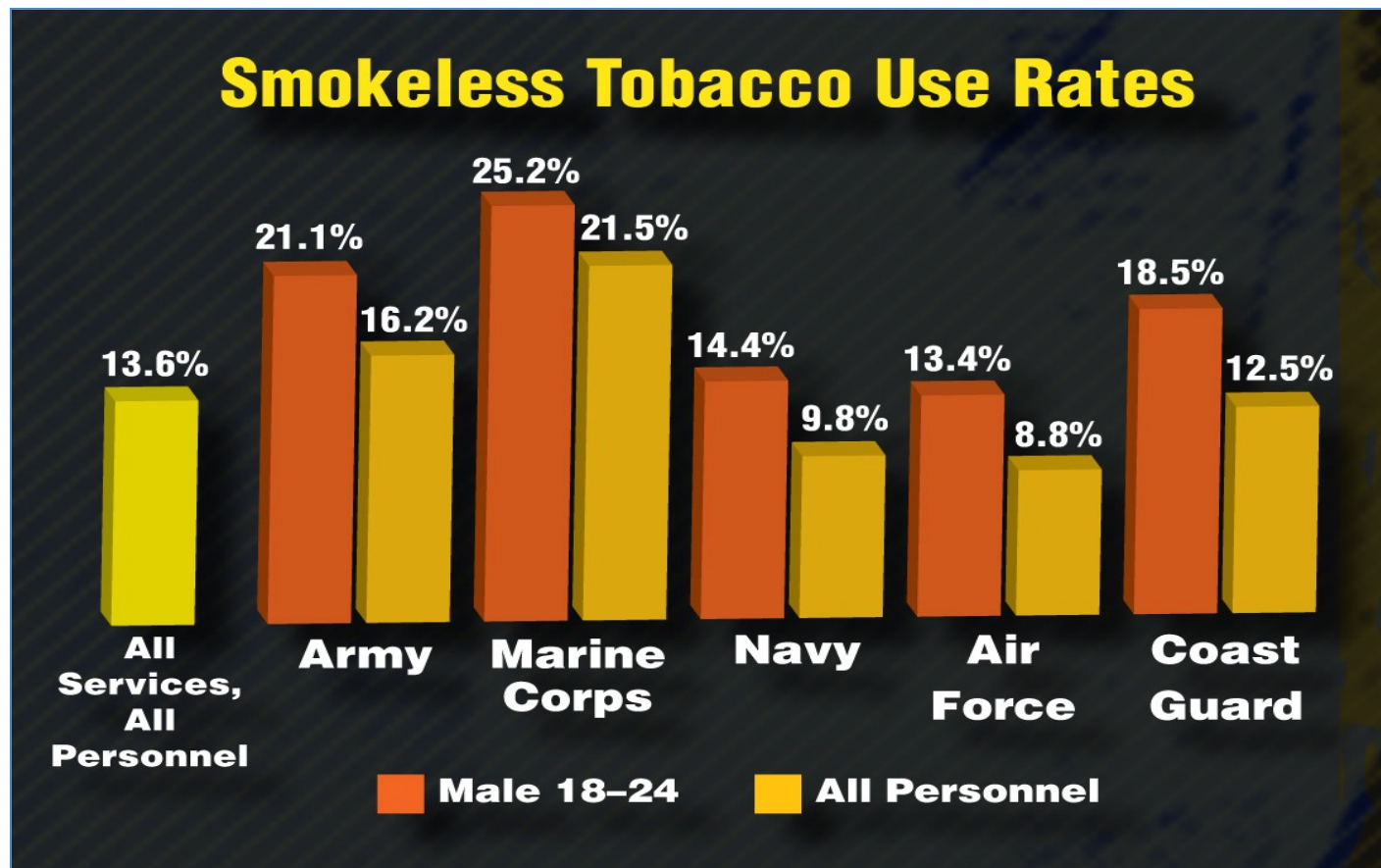
- Junior enlisted active-duty personnel are more likely to use tobacco than older, higher-ranking service members or civilians.



PROBLEM



PROBLEM



TARGET AUDIENCE

Primary

- Active duty, enlisted personnel, E1s-E4s, 18 to 24 years old.

Secondary

- Veterans and retirees.
- Key intermediaries, including health professionals.
- Family members and friends.



CAMPAIGN OBJECTIVES

- Drive those who are ready to quit tobacco to website for support and resources.
- Increase awareness of the negative health and performance effects of tobacco.
- Motivate quitting.



PERFORMANCE MEASURES

Process ► Output ► Outcome
Measures

Increased awareness: Materials
developed

► Materials distributed ► Awareness on surveys

Decreased acceptance: Materials
developed ► Materials distributed ► Acceptance on
surveys

Motivation to quit: Materials developed
► Materials distributed ► Motivation on surveys



CAMPAIGN STRATEGIES

- **Messages & graphics** to brand campaign:

- Quit Tobacco—Make Everyone Proud
- www.ucanquit2.org □

- **Web site:**

- - Personal support
- - Customizable tools
- - Cessation strategies & information
- - Opportunities to engage



CAMPAIGN STRATEGIES

- **Use of variety of channels** to reach target audience.
- **Partnership development** to expand reach of campaign.



PROMOTIONAL STRATEGIES

- Web site content development & marketing
- Public relations & advertising
- Partnership outreach & support
- SMS campaign/social networking

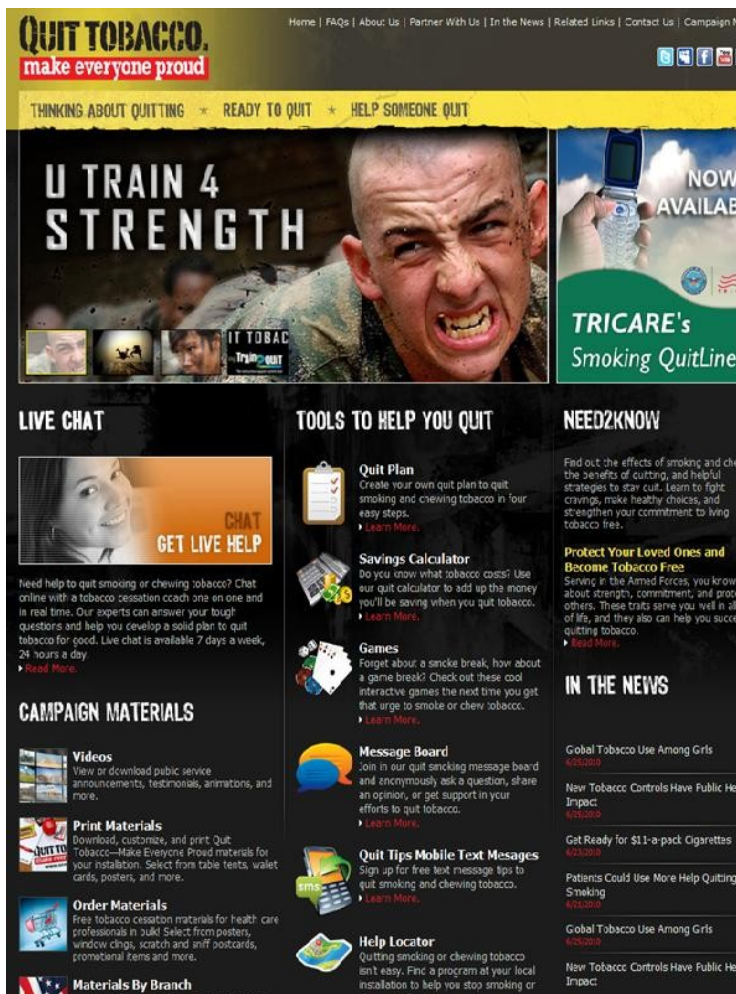


Tactics:

Web, Partnerships, PR,
Advertising



WEB SITE: www.ucanquit2.org



Tools To Help You Quit

- Train2Quit
- QuitPlan
- Help Locator
- Quit Calendar
- Savings Calculator
- Quit Blog
- Medication Information
- News and Articles
- Campaign Materials
- Games



TRAIN2QUIT

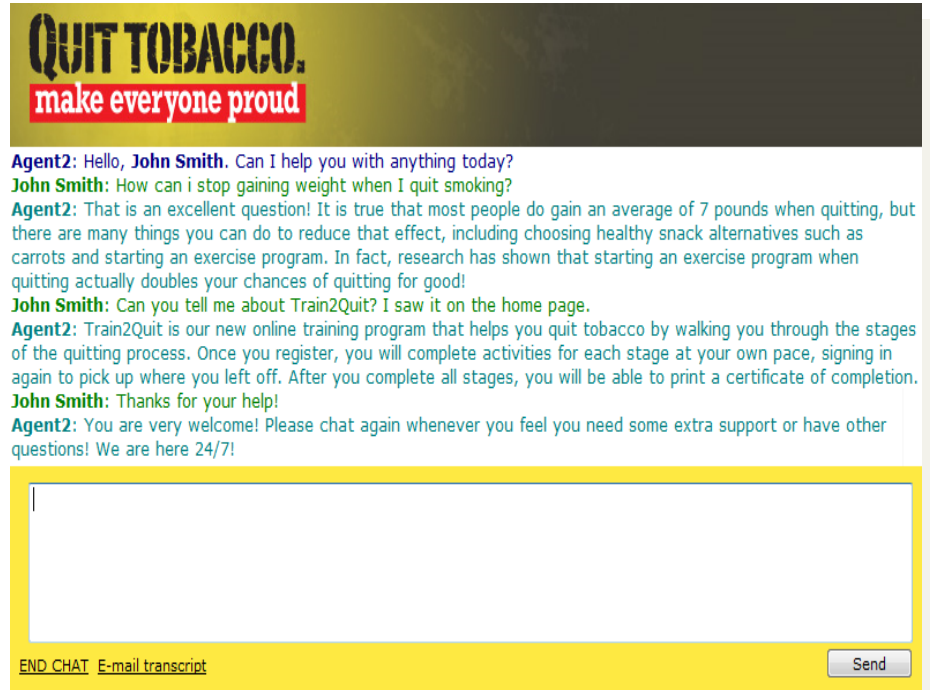
- Interactive step- by-step process to help users quit tobacco.
- Personalized, self- paced, free.
- Available 24/7/365.

15



LIVE CHAT

- One-on-one real-time Live Chats.
- Staffed by trained tobacco Cessation Coaches.
- 24/7 access.



QUIT TOBACCO.
make everyone proud

Agent2: Hello, **John Smith**. Can I help you with anything today?

John Smith: How can i stop gaining weight when I quit smoking?

Agent2: That is an excellent question! It is true that most people do gain an average of 7 pounds when quitting, but there are many things you can do to reduce that effect, including choosing healthy snack alternatives such as carrots and starting an exercise program. In fact, research has shown that starting an exercise program when quitting actually doubles your chances of quitting for good!

John Smith: Can you tell me about Train2Quit? I saw it on the home page.

Agent2: Train2Quit is our new online training program that helps you quit tobacco by walking you through the stages of the quitting process. Once you register, you will complete activities for each stage at your own pace, signing in again to pick up where you left off. After you complete all stages, you will be able to print a certificate of completion.

John Smith: Thanks for your help!

Agent2: You are very welcome! Please chat again whenever you feel you need some extra support or have other questions! We are here 24/7!

END CHAT [E-mail transcript](#)

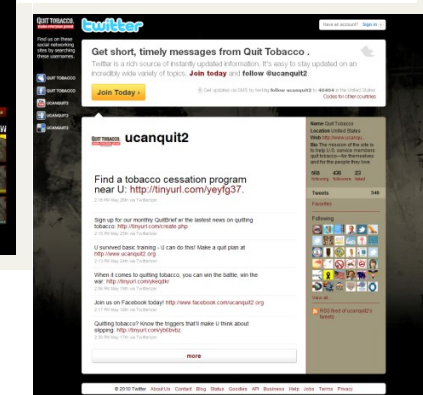
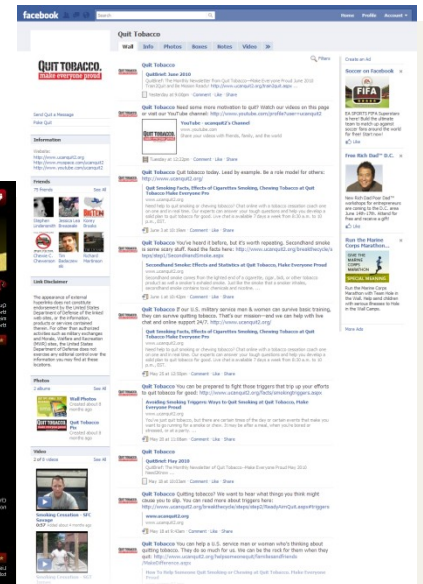
WEB 2.0 SERVICES

Mobile Text Messaging

- Emphasis: Use quit tobacco tools and resources at www.ucanquit2.org

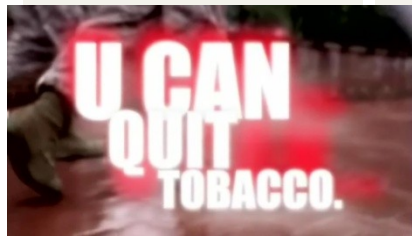
Social Networking

- Facebook, MySpace, Twitter, YouTube.

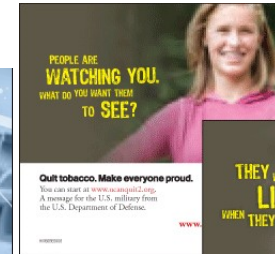


CAMPAIGN MATERIALS

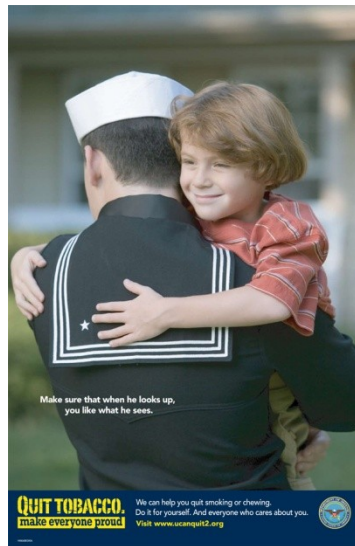
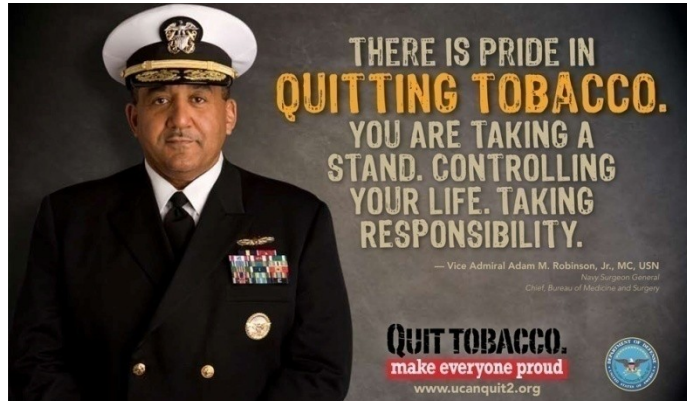
Multimedia



Print



CAMPAIGN MATERIALS (Navy)



PARTNERSHIP OVERVIEW

Goal

Expand reach of campaign by developing strategic and tactical partnerships.



PARTNERSHIPS

Navy

- Naval Station Great Lakes—bootcamp & training
- Supporting smoke-free submarines & facilities
- Liberty Center promotions
- Graphics & content for print materials
- 300+ material orders sent to large CONUS/OCONUS commands, ships, and submarines



PARTNERSHIPS

Air Force

- Links, emails, articles on Air Force Portal
- Support & technical assistance to HAWCs
- Customized articles & print materials
- Message dissemination to HAWC via AF SGO
- Campaign materials sent to every AF HAWC



PARTNERSHIPS

Army

- Train2Quit development & evaluation.
- Installation-level support & technical assistance.
- Army.mil articles & AKO embedding.
- Army-wide requests for materials fulfilled.
- Material orders sent to health professionals.



PARTNERSHIPS

Marine Corps

- 2010 Focus groups /formative evaluation of messages and materials.
- Semper Fit (SF) & Single Marine (SM) briefings.
- SM-and SF-targeted marketing.
- Campaign materials sent to Marine Corps health and wellness professionals.



PARTNERSHIPS

Coast Guard

- White Zone support: More than 60% of USCG without MTF access.
- Live Chat & Train2Quit.
- Health promotions briefings & campaign education.
- Development of senior leader posters, testimonials.
- Materials sent to USCG health promotions staff.



PARTNERSHIP SUMMARY

- Support for service-specific needs & initiatives.
- Ongoing dialogue & needs assessments.
- Dissemination of messages and materials (in response to partner needs).
- Campaign and cessation feedback & focus groups.
- Identification of new opportunities.

PUBLIC RELATIONS

PR & Media Outreach

- Support GASO, GASpO, and other events; promote Web site tools/services.
- Disseminate news releases, articles to military media.
- Targeted distribution of video and radio PSAs.
- Pitch materials to editors; build relationships.
- Provide source material to TRICAR for news stories, interviews.



ADVERTISING

Targeted Advertising

- Computer stations—Czee network.
- Place-based media buys—posters in gyms, banners, etc. (GASO, GASpO support).
- At-cost advertising in military exchanges.
- Those Who Serve TV news segment sponsorship.
- Flagship print ads.



ADVERTISING MATERIALS

**READY 2 QUIT
TOBACCO?**

Let us help you stay on track.



Go to **www.ucanquit2.org**
and find out how to get your personal cessation coach.

Text UCAN
to 35350

QUIT TOBACCO.
make everyone proud
www.ucanquit2.org



U CAN pile up the cash
and get more
stuff when you quit tobacco.

When you're ready, we're here to help. www.ucanquit2.org



 **QUIT TOBACCO.**
make everyone proud

QUIT TOBACCO.
make everyone proud
www.ucanquit2.org

PR & ADVERTISING MONITORING

- Search and capture clips.
- Track usage to identify papers that regularly use materials.
- Estimate value of articles & PSAs by calculating newspaper and radio ad costs.
- Track online advertising



Evaluation: A Look at the Results



EVALUATION OVERVIEW

Goal

To measure increases in the knowledge of tobacco effects, in the awareness of the campaign, and the reach of the campaign through partnerships and promotion.

Metrics: Web site traffic, Live Chat numbers, Train2Quit program enrollments, campaign reach, and survey data.

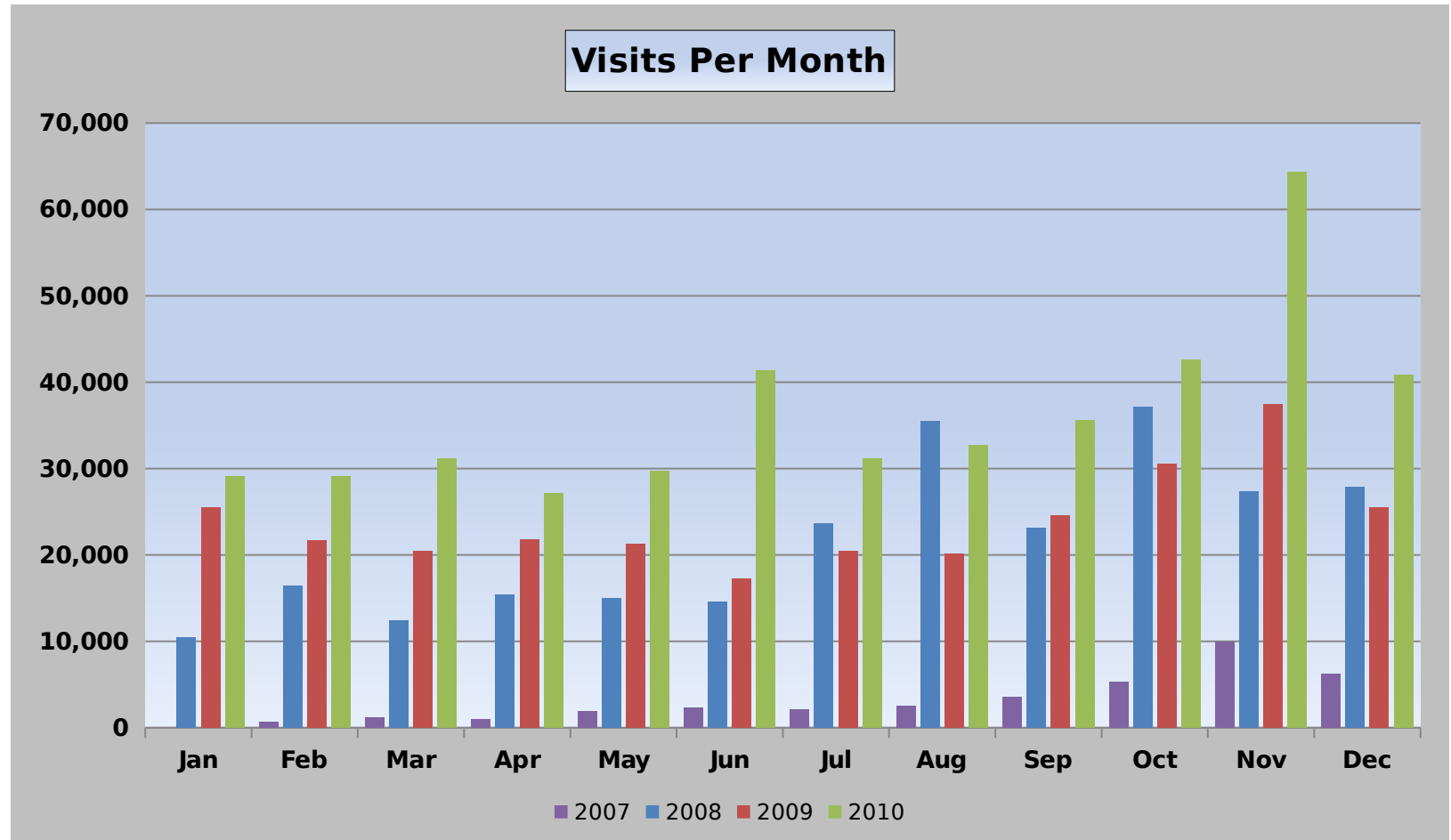


EVALUATION HIGHLIGHTS

- **Train2Quit—Over 2,400** enrollees to date, with promotions generating a 110% increase in enrollments.
- **Czee—**Splash page/banner viewed over 3.2 million times; Over 24,000 Czee referral visits to the Web site.



EVALUATION DATA: WEB VISITS



MATERIALS DISSEMINATION

- Over 200 installations have received materials.
- Over 120 Reserve, Guard, Coast Guard, and VA centers received materials.
- More than 480 health professionals requested materials.



What You Can Do

- Tell everyone you know who uses tobacco, to go to www.ucanquit2.org and enroll in Train2Quit.
- Go to www.ucanquit2.org to learn more about the available tools and resources.
- Organize an event/participate in GASpO.



Thank you!

Michelle Graham Hicks
Project Manager
ICF International
240-747-4950
mHicks@icfi.com

